

17. (Thrice Amended) A dental bleaching composition adapted for whitening and desensitizing a person's teeth, comprising:

at least one dental bleaching agent included in an amount so as to have a tooth whitening effect on a person's teeth;

C1
potassium nitrate included in an amount of about 0.01% to about 2% by weight of the dental bleaching composition so as to result in reduced sensitivity that may be caused by said dental bleaching agent when the dental bleaching composition is passively maintained in contact with the person's teeth for a time period of at least about 15 minutes without brushing or scrubbing; and

a carrier that is substantially free of abrasives into which said dental bleaching agent and potassium nitrate are dispersed.

28. (Twice Amended) A dental bleaching composition for whitening and desensitizing a person's teeth comprising:

at least one dental bleaching agent included in an amount so as to have a tooth whitening effect when contacted with a person's teeth;

C2
potassium nitrate included in an amount of about 0.01% to about 2% by weight of the dental bleaching composition so as to result in a reduction in sensitivity that may be caused by said dental bleaching agent when the dental bleaching composition is maintained in contact with the person's teeth for a time period of at least about 15 minutes without brushing or scrubbing; and

a carrier into which said dental bleaching agent and potassium nitrate are dispersed.